

MERCHANT INCENTIVE PROGRAM

JUNE 20 – SEPTEMBER 5, 2015

TAKING PLACE IN FAIRFAX COUNTY and the National Capital Region from June 26 – July 5, 2015, the World Police and Fire Games will draw 30,000 visitors to the area, including 12,000 law enforcement and firefighter athletes from around the world.

THE GAMES MERCHANT INCENTIVE PROGRAM is designed to drive traffic to your location while enhancing the experience of attending athletes, friends, families and volunteers through discounts or special offers.

OUR MERCHANT MEMBER PROGRAM is simple and affordable.

PARTICIPATION:

\$150 (single location/retailer).
For each additional retailer location, add \$100.

BENEFITS

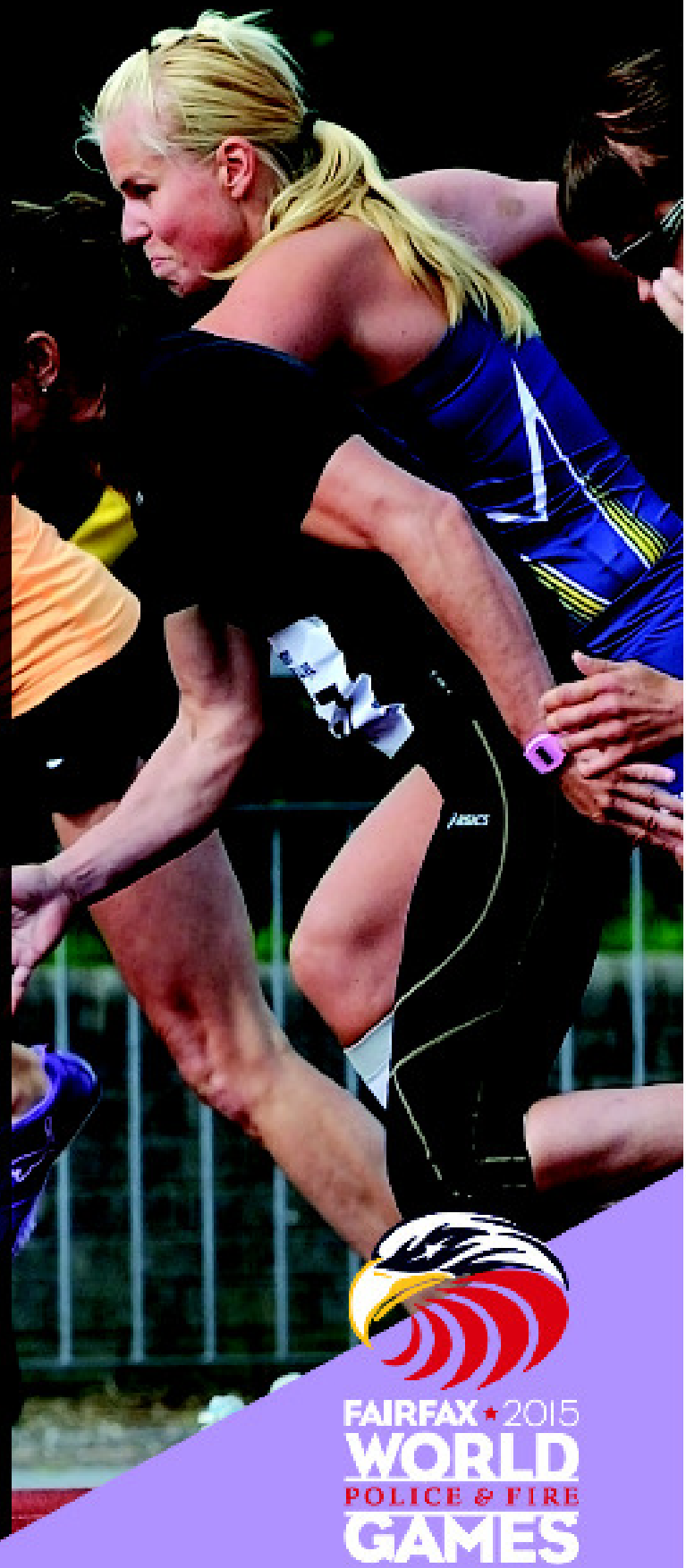
- Member recognition on Fairfax 2015 website to include location, contact details and special offer within Merchant Incentive Program section
- Member designation sign for use within each participating merchant location
- Listing in Games Commemorative Program
- Extensive promotion of Program to Games visitors and Games volunteers

For additional information visit:

FAIRFAX2015.COM/INCENTIVES

Or contact Astri Wee at astri.wee@fairfax2015.com.

The Games of Heroes



FAIRFAX 2015
**WORLD
POLICE & FIRE
GAMES**

MERCHANT INCENTIVE PROGRAM

ENROLLMENT DEADLINE — JANUARY 30, 2015

COMPANY NAME: _____

ADDRESS: _____

WEBSITE: _____

CONTACT NAME: _____

TELEPHONE: _____ EMAIL: _____

☐ **YES!** I/We would like to be a **WPFG MERCHANT INCENTIVE PROGRAM MEMBER**

NUMBER OF LOCATIONS: ☐ 1 ☐ 2 ☐ 3 ☐ 4

Please describe discount or promotion to be offered to WPFG athletes, families, friends and volunteers. If appropriate, please include worksheet to describe different incentives for individual merchants. If not defined now, submit to IncentiveProgram@fairfax2015.com by February 2, 2015.

REFERRED BY: _____

If paying by check, please return form with contributions to: Fairfax 2015 | World Police & Fire Games
12587 Fair Lakes Circle, Suite 803
Fairfax, VA 22033

If paying by credit card, please email completed form to astri.wee@fairfax2015.com or fax to 571-418-8129.

My check for \$ _____ is enclosed, payable to Fairfax 2015, Inc. Please include Federal Tax ID No.

Please charge \$ _____ to my credit card. ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

NAME ON CARD: _____

CARD NUMBER: _____ EXP. DATE: _____

I understand the Merchant Incentive Program will run from June 20 – September 1, 2015 and be open to credentialed 2015 Games athletes, guests, and volunteers. I further authorize Fairfax 2015 to charge my card and process payment in the amount identified above.

SIGNATURE

DATE

